

RIDDLEMATTERS

A Publication of The Riddle HealthCare Foundation Special Edition, Winter 2013



Giving to our Community:

Riddle's New and Expanded Emergency Department to Bring Best-in-Class Care to Area Residents

Giving Back to Riddle:

Caring. Committed. *Critical.*

The Campaign for Riddle's Emergency Department



Riddle Hospital

Main Line Health

Well ahead.®

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Riddle Matters

Special Edition 2013

Issue 6.1

*On the Cover: Tom Bruder, Kathy Warren and
Howard Stoeckel on the scene as construction
begins for the new Emergency Department.*

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We're tooting our own horn.

At Riddle Hospital, it has always been our goal to provide superior patient care. When leading national organizations recognize Riddle for our commitment to quality, we stand proudly and hope that you—our patients—do, too.



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Gary L. Perecko



Steven R. Derby

Philanthropy at Its Best:

Giving to our Community and Giving Back to Riddle

Welcome to a very special issue of Riddle Matters, celebrating 50 years of Riddle Hospital as we launch a project that will greatly benefit everyone who lives and works in Delaware County: the expansion of our Emergency Department. It is big news for Riddle and our community and it's also part of a carefully orchestrated long term plan designed to continually improve the excellent care delivered to every patient at Riddle Hospital.

Superior Patient Care

Just across from this page, we are "tooting our own horn" because we have lots to brag about. The certifications and awards listed are not easy to come by. They are the result of many hours of planning and the implementation of new systems and processes focused on patient safety and quality standards... all guided by an interdisciplinary team of dedicated physicians, nurses and other professionals working together with one goal in mind: superior patient care.

What does this mean? It means we're transforming a good community hospital into a great community hospital. And our next step is to improve and enhance the "front door" to our community—the Emergency Department (ED).

Inside this issue, you will learn more about the details of our ED expansion and some of the key people behind the effort. Under the leadership of Chairman Tom Bruder, The Riddle HealthCare Foundation Board of Directors has launched the quiet phase of a capital campaign to raise a significant portion of the funds for the project and Main Line Health has committed to funding the rest.

Caring. Committed. Critical.

The Campaign for Riddle's Emergency Department

Tom recruited two dynamic co-chairs for this campaign: Don Saleski and John Unangst (see p. 15). Don and John have assembled a Capital Campaign Committee with incredible energy and enthusiasm, and they've been hard at work raising some very significant gifts over the past year.

This is exciting news and we are proud to feature stories on several of our leading donors, each of whom represent a unique segment of the community as individual philanthropists, corporate citizens and/or grassroots volunteers. Tom and Kate Bruder (see p. 10), Wawa, Inc. (see p. 13), and our own Associated Auxiliaries (see p. 12) have all demonstrated a deep and abiding commitment to Riddle Hospital, which is reflected in their recent gifts to the Emergency Department Campaign.

We are very grateful for the unprecedented support and long-standing relationships we have with these leading donors. Relationships are key. And we at Riddle are committed to our relationship with our community.

Caring. Committed. Critical. That's what this Emergency Department project is all about.

Gary L. Perecko
President, Riddle Hospital and
The Riddle HealthCare Foundation

Steven R. Derby
Vice President of Development
The Riddle HealthCare Foundation

Giving to Our Community

Riddle's New and Expanded Emergency Department to Bring Best-in-Class Care to Area Residents

At any hospital, the Emergency Department is the front door to the community. This is where you, your relatives, your friends and neighbors come in your time of need, and often is your first point of contact with the hospital. When you arrive through that door, you want to feel welcomed, valued and secure that you are in the best place to start healing.



A rare quiet moment for Michael Goodyear, DO, Chief of Emergency Medicine and Donna Cantalupi, RN, Nurse Manager of the ED.



At Riddle, we have been working hard to create that kind of experience in the Emergency Department (ED), led since 2010 by Chief of Emergency Medicine Michael Goodyear, DO. We have the right team in place and are constantly reexamining our processes to give you the best care possible. But for several years now, we have been severely limited by our facility. An ED built to handle 22,000 patients per year is routinely handling 32,000—with that number projected to rise to more than 50,000 over the next several years, given the population boom in western Delaware County. According to a 2010 Main Line Health survey of emergency departments statewide, Riddle's ED handles more than 2,500 patients per bed annually, one of the highest in Pennsylvania. The results of our master facility planning process with Main Line Health confirmed what we already knew: we must increase capacity while also giving area residents a new ED that is not simply larger, but intentionally designed to deliver 21st century medicine with their needs in mind.

“This ED project isn’t just about the bricks and mortar. It’s about the people. It’s about every member of the Riddle staff—each dedicated to saving and improving lives every day. And it’s about all of you who come here as patients, serve as volunteers, provide charitable support as donors, or serve as ambassadors on our behalf in the community.”

Jack Lynch, President and CEO, Main Line Health



Artist rendering of a private patient room for the new ED.

“I still remember meeting hospital president Gary Perecko and him telling me that if I could lead the ED in delivering even higher quality care, then one day soon we might have a new facility to match that standard,” Dr. Goodyear says. “It’s exciting to know that the quality of the building will soon reflect and further enable what we’re already doing every day.”

The official groundbreaking this fall marked the end of an intense and thoughtful two-year planning process involving Riddle ED leaders and staff; Main Line Health Facilities; Stantec Project Management; and architecture and design firm RTKL. Both Stantec and RTKL are also working on The Lankenau Medical Center’s major expansion project. Riddle physicians, nurses, therapists and care technicians had a once-in-a-career opportunity to use their experience with the current ED to help design the new space.

“It was essential to have staff members there, because when a question came up, we could turn right to them and ask, ‘What do you think?’” says ED Nurse

Manager Donna Cantalupi, RN, MSN, CCRN. “From the very beginning, our key goal was to design an ED that would work well not just for today, tomorrow or even next year, but for decades to come. We tried to bring that vision, to look ahead and make it the best facility for the future.”

Consider Phase 1 of the project, completed in summer 2012, which built a temporary Rapid Evaluation Unit (REU) with six curtained bays and its own waiting room down the hall from the ED. A newer concept in emergency care, the REU creates a separate area for evaluation, monitoring and treatment of patients who are not critically ill, taking pressure off the main ED so it can handle the most urgent cases. Since Riddle’s REU has been up and running, wait times have decreased significantly.

“We wanted to try the rapid evaluation process here first before we built an entirely new ED around it,” explains Dr. Goodyear. “Now we know it is the right approach for Riddle.”

Similar foresight and attention to detail went into planning for Phase 2 of the project, which is under way with completion targeted for summer 2014. The size of Riddle's ED will nearly double to 20,180 square feet, as will the number of patient rooms, from 13 to 24—eight within the new permanent REU and 16 for acute cases. All of the rooms will be private with sliding glass doors that keep rooms quieter, and allow nurses to watch patients from their central station. A larger nurses' station will offer ample room for consultations with physicians and specialists. Unlike the current ED, all rooms will have a standard design and layout, making it easier for nurses and physicians to access the tools and equipment they need more efficiently. Each room will have its own cart for intravenous and laboratory supplies, as well as storage cabinets that put equipment within easy reach.

Riddle staff members also visited the new and renovated Emergency Departments at Paoli and Bryn Mawr Hospitals to learn



The new look for ED features a welcome desk and waiting room.

from their experiences. Donna Cantalupi points to two great ideas that came out of those visits: movable supply carts that can be restocked outside patient rooms, and rubber rather than concrete flooring, which is much easier on staff members who spend long shifts on their feet.

What patients and family members will notice are the warm, modern, inviting colors and more welcoming spaces. Thanks to the new REU, wait times will be shorter—but when family

members do have to wait, they will have access to a space three times the size of our current waiting room, with comfortable seating, a vending area and glass walls that bring in more natural light. Inside the ED, patients and their families will appreciate in-room conveniences such as a TV, phone and seating for guests. There will be a private consultation room for physicians to meet with families. Zone phones enable staff members to communicate with each other in the larger ED, keeping noise to a minimum.

Given that about 50 percent of people in Riddle's service area are over 65, the ED planning committee asked RTKL to research additional design features that would make the experience easier for older adults. The rubber floors will be low-slip and low-glare. The color palette avoids yellow, which can be too harsh on aging eyes, and countertops have light-colored surfaces to aid with contrast. Clock faces will be large and easy to read, and chairs will have slightly higher seats to help with getting up and down.



A patient awaiting tests in the REU consults with Dr. Goodyear.



Artist rendering shows a spacious nurses' station design.

“We are here for you right now, but when this project is complete, we will be able to offer you even more: outstanding emergency care in a more comfortable, efficient environment with the best technology and a highly trained, compassionate team of professionals focused on one thing only—superior patient care. We have a vision for Riddle, but it has to start right here at the ‘front door’ of the hospital: the Emergency Department.”

*Gary Perecko, President,
Riddle Hospital*

“We are very excited that we will address some very specific needs of the senior population within our design,” says JoAnn Magnatta, Senior Vice President, Facilities, Design and Construction, Main Line Health. “The concept of the REU is new for us as well. Every aspect of the design will have features that are evidence-based with a focus on quality and safety. The ED is another reflection of the Main Line Health System’s commitment to the Riddle community, and providing the people who live there with high-quality and safe healthcare.”

In the coming months, the construction will proceed in phases, having already started with the reconfiguration of the entrance, parking lot and ambulance entry. Next up is an expansion to the front of the

current facility that will house the permanent REU, new ED entrance and reception and waiting areas. Once that addition is finished, physicians and staff will move into it so that the existing structure can be renovated. In the meantime, Donna Cantalupi and the staff are working to outfit the new ED with the most up-to-date, patient-centered technology and equipment.

“This new ED is a natural next step in our progress as a department and as a hospital,” notes Dr. Goodyear. “Although the construction will challenge our staff and patients at times, we know the end result will be the kind of Emergency Department that our community wants and needs.”

Giving Back to Riddle

Caring. Committed. Critical.

The Campaign for Riddle's Emergency Department



Front and center at Groundbreaking Event were: (L-R) Jack Lynch, CEO, MLH; Dr. Goodyear, Chief of Emergency Medicine; Dr. Hope, President of Medical Staff; Tom Bruder, Foundation Chair; Gary Perecko, Riddle President; Dick Wood, Jr., former Wawa CEO; Cecily Tynan, WPVI-TV; Kathy Warren, President Associated Auxiliaries and The Honorable Dominic Pileggi, Majority Leader, Pennsylvania Senate.

In today's rapidly changing healthcare environment, hospitals cannot afford to stand still. As a nonprofit organization, Riddle reinvests all revenue into programs and services—always with the goal of ensuring the safest, highest quality care for the patients we serve.

As a Main Line Health hospital, Riddle benefits greatly from the system's commitment to superior patient care. Upon joining the system in 2007, Riddle was immediately included in a master planning process that defined key priorities for moving each Main Line Health campus forward.

"For at least ten years, we have known that we needed to increase the capacity of the Emergency Department and improve the facility itself," says Steve Derby, Vice President of Development at Riddle. "We had discussed some ideas, but with the Main Line

Health merger, we were able to sit down and work strategically on an entire master plan. We did a complete overview and put everything in priority order, and not surprisingly the ED came out near the top."

The ED was not the only pressing need, though. Already, Main Line Health has invested more than \$80 million in the Riddle facility, with improvements ranging from less visible infrastructure upgrades to the completion of Health Center 4. Now we are ready to embark on the expansion and renovation of the Emergency Department—the essential

next step in advancing the quality and safety of care at Riddle.

But Riddle and Main Line Health cannot do it alone. In addition to Riddle, the system has four other hospitals, all with their own priorities for new construction and renovation. To meet all of the needs, Main Line Health depends on private giving from community members, corporations and foundations as a critical source of funding for capital projects.

Last year, The Riddle Health-Care Foundation launched a capital campaign to secure philanthropic support for the Emergency Department expansion, which is projected to cost \$16 million.

Caring. Committed. Critical. The Campaign for Riddle's Emergency Department is now in its leadership phase, with Foundation staff and volunteers working to secure the high-level gifts that are crucial building blocks for success.

"For healthcare organizations to ensure that they are providing the very best care, with the best technology and facilities, the capital needs are enormous—and will only grow going forward," notes Ken Kirby, Senior Vice President of Development, Main Line Health. "Philanthropy today plays a more critical role than it ever did in the history of health care, especially as reimbursements decline. When the community contributes a significant portion of the cost of a capital project, that is money we don't have to borrow, or can put somewhere else as needed."

Leadership gifts are indispensable, but over the course of a campaign, participation at all levels makes a difference. If a hospital can show that thousands of area residents are supporting such an effort, notes Ken Kirby, it gains powerful leverage as it asks for

"Right here, right now, we have the opportunity to help make it happen, to give back to the hospital that cares for us and our loved ones."

Don Saleski

support from corporations and foundations.

Nearly all of Main Line Health's recent capital projects have received significant support from private donors. For example, Bryn Mawr Hospital raised \$16.5 million to update and expand its Emergency Department. Paoli Hospital raised a similar amount several years ago to fund a portion of its Pavilion project. The construction on Lankenau Medical Center's new Heart and Vascular Pavilion, just one part of a much larger master facility project, also would not be possible without the generosity of community residents, corporations and foundations.

"The Campaign for Riddle's Emergency Department marks an exciting step forward in Riddle's evolution as a hospital and as a member of Main Line Health," says John Unangst, co-chair of the Capital Campaign Committee.

"The residents of our community will benefit from the new ED when it opens in 2014, and we also will play a role in its success," adds co-chair Don Saleski. "Right here, right now, we have the opportunity to help make it happen, to give back to the hospital that cares for us and our loved ones. We can shape the Riddle landscape in ways that will improve the quality of healthcare in this area for decades to come. Riddle was founded through the generosity of Delaware County residents more than 50 years ago, and advancing our standards of care today once again depends upon the power of philanthropy."

If you are interested in the new Emergency Department, and the campaign, please contact Ellen Grill, Campaign Director, at 484.227.4701.



Riddle Hospital is grateful to The Bryn Mawr Trust Company, Wealth Management Division, for featuring the Emergency Department Groundbreaking event in the Academy Ball Program Book, January 26, 2013. This important publication, viewed by philanthropists across the Philadelphia region, placed Riddle Hospital with other outstanding organizations in the nonprofit world.

Pictured above (L-R): Gary Perecko; Jack Lynch; Frank Leto, EVP, The Bryn Mawr Trust Company and member of The Riddle HealthCare Foundation Board of Directors; Rich Wood III, Kathy Warren, John Unangst and Don Saleski, all members of The Riddle HealthCare Foundation Board; Ed McKillip, Director of Finance, Riddle Hospital; and Shaun Essex, Vice President of Administration, Riddle Hospital.

Caring. Comm

The Campaign for Riddle's

Community Leaders Gather for

October 11 dawned a picture-perfect fall morning to celebrate the official kickoff of Riddle's Emergency Department expansion project. More than 100 people gathered for the groundbreaking ceremony, including Riddle and Main Line Health leaders, community officials, hospital board members, clinical staff and other guests. From the many speeches and tributes, to the architect's renderings on display, to Master of Ceremonies Cecily Tynan's poignant sharing of her own personal experience at Riddle, one thing became clear: Delaware County residents will soon have access to an Emergency Department that is clinically advanced, patient-centered, and the best possible setting for both saving and changing lives right here at Riddle Hospital.



Dr. Joseph Hope



Jack Lynch, Virgie and Dr. Hassan Vakil, Foundation Board Member



Gary Perecko; Dr. Goodyear; Kathy Warren; Betty O'Leary, ED Patient Tech; Margie Burton, ED Unit Clerk; Meghan Mazie, ED Staff Nurse; Donna Cantalupi; Jennifer Cummins, ED Staff Nurse Educator; Dr. Hassan Vakil; Cecily Tynan and John Unangst



Gary Perecko and Senator Dominic Pileggi



JoAnn Magnatta, Dr. Joseph Hope, Don Saleski, Kathy Warren, Gary Perecko, Tom Bruder, JoAnn Magnatta, Tom Killian, John Unangst and Dr. Goodyear

itted. *Critical.* Emergency Department *the Groundbreaking Ceremony*



Cecily Tynan, WPVI-TV, speaks as (L-R) Jack Lynch, CEO, MLH; Dr. Goodyear, Chief of Emergency Medicine; Dr. Hope, President of Medical Staff; Gary Perecko, Riddle President; Tom Bruder, Foundation Chair; Dick Wood, Jr., former Wawa CEO, Kathy Warren, President Associated Auxiliaries and The Honorable Dominic Pileggi, Majority Leader, Pennsylvania Senate look on.



Riddle Physician Dr. David Thomas and Steve Derby



Foundation Board Members Larry Weathers and Theresa Murtagh with Ted Kerwin, Hospital Volunteer



Jack Lynch and Don Saleski



Jack Lynch, Dick Wood, Jr., Betty O'Leary, Margie Burton, Meghan Mazie, Senator Pileggi, Cecily Tynan, Representative

Leading the Way

Riddle's Top Donors

Thanks to some extraordinary million-dollar leadership gifts, The Campaign for Riddle's Emergency Department is off to a strong start. Although significant work is still to be done, these gifts have energized and inspired us as we move ahead to create the ideal ED experience. What makes them even more meaningful is the fact that they come from an individual citizen, a corporation and a Riddle-based organization—all with close ties to the Hospital and Delaware County. These generous gifts symbolize the spirit of partnership that binds the people who live and work in this community to Riddle Hospital, and Riddle to them in return.

"Relationships are key. And we at Riddle are committed to our relationship with our community. That's what this Emergency Department is all about."

*Riddle President
Gary Perecko*

Tom and Kate Bruder

Making the Largest Individual Gift in Riddle's History

When Tom Bruder, Jr., decides to commit to something, he really commits. He spent 40 years as president and CEO of M.A. Bruder and Sons, the family-owned paint business, having taken over after his father's death in 1967. Upon its sale in 2007, the Broomall-based company had more than 200 stores throughout the eastern and midwestern United States. His personal ties to Delaware County run just as deep. Tom was born and raised in Springfield, where he and his wife, Kate, started their own family. Over the years, they moved to Villanova and Newtown Square, raising five sons and a daughter along the way. All of their sons attended Malvern Preparatory School, as Tom did, and all six children have settled locally. "Most of them live within three miles of my current house, and the farthest one is 18 miles away!" Tom remarks with a chuckle.



Jack Lynch congratulates Tom Bruder for his pace-setting leadership gift to the ED Campaign.

A way from home and office, Tom has dedicated his time, talents and resources to many important causes over the last 40 years. Foremost among them are Riddle Hospital and our neighbor five miles up the road, Neumann University. This corner of Delaware County has benefited greatly from Tom's longstanding commitment to both institutions—a commitment made even more remarkable by the fact that he did not have a strong personal connection to either place when he chose to get involved. Rather, his aim was to improve the community at large.

"Education and healthcare are probably more important than anything else, and certainly they are very important to me," Tom explains.

"This community deserves a first-class hospital, and the Emergency Department is essential to creating that experience."

Tom Bruder

Tom has been a continuous member of the Board of Trustees at Neumann University, formerly Neumann College, since 1972. In that role, he had a hand in shepherding Neumann's transition from a small women's commuter college into a larger co-educational residential university with a more active and dynamic student life. Walk Neumann's campus today and you can see visible proof of Tom's belief in the university. The Thomas A. Bruder, Jr. Life Center is the core of the campus community, featuring a dining area, a theater for arts and cultural events and the Bruder Athletic Center.

Tom has helped guide Riddle through a similarly dramatic tran-



Kate and Tom Bruder

sition over the past 25 years, having joined the Riddle Hospital Board in the mid-1980s. He had a front-row seat to some of the most important developments at the hospital, from the construction of the Outpatient Pavilion and Cancer Center in the 1990s, to the merger with Main Line Health and the groundbreaking for Health Center 4 in the 2000s. After the merger, Tom joined the newly formed Riddle HealthCare Foundation Board, which he now chairs. For the past quarter century, he has given generously to Riddle with his time and ongoing financial support.

Given such a legacy of service, it's not surprising that Tom and his wife, Kate, would lead by example and make a significant gift to The Campaign for Riddle's Emergency Department. However, the hospital has been both humbled and gratified by their decision to donate at such a generous level. Although Riddle has received several significant family bequests over the years, this is the first

million-dollar gift from an individual couple in our history.

"For many people, the Emergency Department is the most important part of the hospital: it's where they take their children, their elderly parents and even themselves in an emergency," Tom says. "About 70 percent of patients come into the hospital through the ED. And 'emergency' is just what it means: you need to get help quickly, and you want to stay within a few miles of home. The kind of attention patients get and the quality of care truly matter—both to them personally and to the reputation of Riddle Hospital.

"This was something we really wanted to do," Tom adds. "I believe in the hospital and what they are achieving. When you have been with an organization as long as I've been with Riddle, it's natural to want to leave it in a stronger position. This community deserves a first-class hospital, and the Emergency Department is essential to creating that experience."

Riddle's Associated Auxiliaries

Laying the Foundation for the Emergency Department Campaign

In 1958, the women of this community banded together to form the Associated Auxiliaries, raising funds to build our hospital on the land donated by Samuel D. Riddle. Over the next five decades, the Auxiliaries would provide critical financial support for many of Riddle Hospital's most important capital projects: the Cancer Center, the Birthplace, the Outpatient Pavilion and renovations of the main lobby—to name a few. In keeping with this tradition of tremendous generosity the Auxiliaries made a seed gift of \$2 million to jump-start The Campaign for Riddle's Emergency Department.

For Jan Duryea, past president of the Auxiliaries, it feels like only yesterday that former Riddle President and CEO Dan Kennedy came to their 2005 annual luncheon and presented the need for a new Emergency Department. One simply had to look out the hospital windows at the development along Route 1 to realize that a 40-year-old ED would be inadequate for booming western Delaware County. The Auxiliaries pledged \$1 million for the project and made another \$1 million commitment in 2008.

"We were happy that we could provide Riddle with a strong foundation for raising additional funds," Jan says.

The Auxiliaries have made million-dollar gifts to Riddle before, but this is their largest gift ever to a single project, and it represents nearly 20 percent of the \$11 million total they have contributed to Riddle. What makes the gift even more remarkable is that the Auxiliaries were



Kathy Warren and Jan Duryea continue to lead Auxiliaries in support of the Hospital.

able to fund other major purchases at the same time, including new fetal monitors and a DEXA scanner. They also pledged more than \$750,000 toward the renovation of the 3 East Telemetry Unit and donated \$100,000 to Riddle's Comprehensive Breast Center.

For both Jan Duryea and current Auxiliaries President Kathy Warren, great satisfaction comes with raising funds that make Riddle a better place to give and receive care. The two women first met as nurses in the Riddle Nursery during the 1970s, and both noted that their motivation to give back is professional and personal.

"It feels good to give back to the hospital and make it better for people who come here every day." Jan Duryea

"Riddle helped me put my daughters through college. I worked nights while my husband worked days at Scott Paper," Jan

says. "It feels good to give back to the hospital and make it better for people who come here every day."

"When I started as a nurse's aide, Riddle helped me with tuition for my LPN (nursing license)," Kathy says. "Then I went to Neumann for my bachelor's and Widener for my MBA, and the hospital helped me again. I always wanted to give back, but I couldn't do it while working and raising children. But now that I am semi-retired and have the time, it feels right to do so."

"Many people come through the doors of Riddle and say, 'You are our family, you are our hospital,'" she adds. "Often they had their children here, they brought them to the pediatricians here, their own doctors are here. I've worked in the hospital for 41 years and for 18 of them I was a nurse in the Emergency Department. I know what the new ED will mean to the staff and to people who live in this area."

Wawa, Inc.

Celebrating a 50-Year Relationship with Riddle Hospital

As past presidents and CEOs of Wawa, both Dick Wood, Jr., (who served as CEO from 1977-2004) and Howard Stoeckel (from 2004-12) often say that Wawa and Riddle Hospital literally “grew up together” in western Delaware County. In 1964, one year after Riddle opened its doors, Grahame Wood founded the first Wawa Food Market in Folsom, PA. From the beginning, Wood believed that Wawa’s mission must be to improve its customers’ daily lives—something we still experience today as we grab our morning cup of coffee, a quick bite at lunch or a gallon of milk on our way home from work. Wood also felt that Wawa must give back to the communities where its customers and associates lived and worked.

As the area’s new resource for healthcare and emergency services at the time, Riddle would benefit greatly from that philosophy. Grahame Wood joined the hospital’s Board in 1964, and since then there has always been a Wawa executive serving on the Riddle Board. Over the years, Wawa also would play a major role in shaping other Delaware County treasures, such as Tyler Arboretum and the Rocky Run YMCA in Media, and give generously to organizations such as Operation Warm, the Red Cross and Children’s Hospital of Philadelphia. But its strongest commitment has always been to Riddle.

“In April 2014, just over a year from now, this relationship will have lasted for 50 years, which is amazing,” says Dick Wood, Jr., now Chairman at Wawa. “This has been an enduring connection, and it’s unique for Wawa because it is our longest and strongest commitment.”

“It has been exciting to witness Riddle evolving and staying ahead. The Main Line Health affiliation, the clinical progress and capital improvements, and now the Emergency Department are solidifying its position for the long term.”

Howard Stoeckel

To mark this milestone, Wawa contributed \$1 million in support of **Caring. Committed. Critical. The Campaign for Riddle’s Emergency Department.** The gift also celebrates the results of similar journeys of growth and change that Wawa and Riddle have followed for five decades, always expanding and improving their services while retaining close community ties.

“Today, Riddle really does have the best of both worlds,” observes Howard Stoeckel, who retired as Wawa’s CEO at the end of 2012. “It is still a community hospital serving the needs of the residents in this part of Delaware County. It feels small, it feels intimate, it feels like the community hospital it is, yet as a Main Line Health member, it also has the advantages and support of a larger, progressive and successful organization.

“And I always compare that to Wawa. We now have 600 stores in six states, but each one is part of its community and we try to create a personal feeling, serving one customer at a time. We have added a great deal of support and sophistication to our operations to help these stores succeed, but our mission is still about making people’s lives easier.

“In today’s world you can’t stand still,” he says. “It has been exciting to witness Riddle evolving and staying ahead. The Main Line Health affiliation, the clinical progress, capital improvements and now the Emergency Department are solidifying its position for the long term.”

Dick Wood notes that Wawa’s ongoing financial support is also a way to express thanks for the care that Riddle provides for so many Wawa associates.

“We have over 1,500 associates who are in the Riddle service area and 400 of them used Riddle last year,” he says. “I myself have two doctors at Riddle and my family has used the Emergency Department. So from a personal and corporate point of view, and a ‘right thing to do’ point of view, I am so pleased with this contribution Wawa has made to Riddle’s Emergency Department.”



Wawa’s legacy of support to Riddle Hospital for 50 years includes (L-R): Howard Stoeckel, Edward Chambers, Fred Wood and Dick Wood, Jr.

A Long Tradition of Service



Dick Wood, Jr., digs in with his son, Rich Wood, III, to celebrate the ED Groundbreaking.

By serving as Riddle Hospital Board members, several Wawa executives have shaped the hospital's plans and vision from the very beginning. In 1974, with the hospital on solid footing, Grahame Wood stepped down from the Board after a decade of service. He was succeeded by Dick Wood, Jr., from 1974-88, followed by Chief Financial Officer Ed Chambers from 1989 through the early 2000s—three decades in which Riddle's services and campus expanded dramatically.

In 2002, Howard Stoeckel joined the Board and was then elected Chair at a critical time in the Hospital's history. Once Riddle merged with Main Line Health, Howard was appointed to the Main Line Health Board of Governors, and he chaired the search committee to bring Gary Perecko to Riddle as president in 2009.

Now another member of the Wood family, Richard D. Wood, III, carries the torch forward as a member of both the Riddle HealthCare Foundation Board and the Capital Campaign Committee for the Emergency Department expansion. Rich is Wawa's Director of Government Relations and Sustainability, but he points out that his first summer job as a teenager was in the maintenance department at Riddle Hospital. As he and his wife raise three young children in Wawa, PA, he knows the importance of having a first-rate Emergency Department close by.

"It's exciting to join with Riddle when its vision is to become a best-in-class community hospital," Rich said. "The ED is the gateway to the hospital. As I talk to people about this project, I find that if they've used the ED here, they understand the need."

"At Wawa, we genuinely feel this is our hometown, and we want to make it the best that it can be."

Riddle's Team of Volunteers

Caring. Committed. Critical. **The Campaign for Riddle's Emergency Department**

is not simply a hospital project or a Main Line Health project. Rather, it is a community-based effort to move Riddle forward in ways that are critical to the well-being of people who live and work in this area. We are fortunate to have a core group of volunteers who are serving on the Capital Campaign Committee. Most are already members of The Riddle HealthCare Foundation Board, and all combine busy professional and family lives with other activities and obligations. Nevertheless, they are finding the time to spread the good news about Riddle, talk about the plans for the Emergency Department and ask for support from colleagues and associates, friends and neighbors.

These volunteers are continuing a tradition of community involvement that dates back more than 50 years, when the original members of Riddle's Associated Auxiliaries went door-to-door seeking donations to help build the new hospital. Times have changed, and healthcare technology has certainly changed, but the community still has a key role to play in building the future of Riddle Hospital.



Campaign Team (L-R): Board Members Don Saleski, Rich Wood, III, Theresa Murtagh, Tom Bruder, John Unangst, Dr. David Thomas, Gary Perecko, and Catherine Granger

Meet Our Leaders

Campaign Co-Chairs John Unangst and Don Saleski

Some have taken to calling them “the odd couple,” a nickname they find humorous but not completely off the mark. In January 2012, John Unangst and Don Saleski began leading the effort to raise several million dollars in support of Riddle’s Emergency Department expansion. John is President and CEO of Franklin Mint Credit Union and a highly decorated U.S. Army Captain who served in the Vietnam War. His partner in this effort, Don Saleski, spent nine seasons in the National Hockey League and played for the Stanley Cup Champion Flyers teams of 1974 and 1975. After hockey, he built a distinguished career as an executive with companies such as ARAMARK, SMG and ClubSystems Group. Today he is a partner with Cherry Hill-based PRN (Professional Receivables Network), which consults to hospitals and health systems on their billing and collection practices.

The two men admit they have different styles, but they clearly have respect for what each brings to this effort. They also share an abiding commitment to the people of Delaware County and the improvement of Riddle Hospital through the Emergency Department project. *Riddle Matters* recently sat down with the co-chairs to learn more about them, their reasons for getting involved, and their vision for Riddle Hospital.

Can you tell us about your ties to this area and to Riddle Hospital?

John: I grew up in Prospect Park and graduated from Interboro High School in 1964. After college and a few years in the military, I



Don Saleski and John Unangst

started working at the Provident National Bank of Lima, right next to the firehouse. This was 1973 and there wasn’t much else here, so I started getting to know the Riddle physicians and staff. In the 1980s, my three children were born at Riddle. By that time, I was with the Franklin Mint Federal Credit Union and we had opened a branch inside the hospital, which deepened my connections to the people here. I was living in Chester Heights so I would use Riddle’s Emergency Department for my own injuries—when I broke my nose, when I broke my foot playing basketball. So I was not only providing a service to hospital employees, I was also using Riddle services.

Don: I’m from Saskatchewan but came to this area in 1972 when I started playing for the Flyers. After a year in Lansdowne, I moved to Media and have lived

here for 38 years. My wife is from Ridley Park and went to Cardinal O’Hara High School. We’ve moved once within Media but have never lived more than five miles from Riddle. Even when I was traded to the Colorado Rockies during the 1978-79 season, I kept my home here.

My kids weren’t born at Riddle, but they grew up coming here. Their pediatricians were here, they had other doctors’ appointments here. Over the years we all used the Emergency Department often.

“Think about it: We are going to have a state-of-the-art Emergency Department. We are going to serve people better, we are going to evaluate them more quickly, we are going to get them what they need...” *Don Saleski*

When did you start getting more involved at Riddle? And why?

John: My role just kind of evolved because I was here so much and felt connected to the place and its people. The Credit Union had participated in many of Riddle's fundraising events for more than 35 years—the golf outing, the Gala, the Country Fair, other Auxiliary events. By 2003 I had joined the Riddle Hospital Board, and I joined The Riddle Health-Care Foundation Board after the merger with Main Line Health.

Don: My story is a little bit different. I had worked with other charitable organizations and on fundraisers for St. Mary Magdalene Parish and the Archdiocese of Philadelphia. Then a few years ago, I started attending some gatherings hosted by Riddle. I got to know the hospital and some of the key people there better, and I liked what I saw. So when they invited me to join the Board, I thought, "It makes sense for me to do something right here in this community." It was a natural fit. That was about two years ago.

John: I want to jump in and say I think it's great for the Foundation now to have someone like Don, a prominent sports figure from a Stanley Cup-winning Flyers team. How many people can say they have won a Stanley Cup or a Super Bowl? There's an aura of excitement about it that never goes away, and it draws people in.

Don: Well, that's how the Philadelphia area is! Many guys from that team have stayed here, but the memory of the Stanley Cup Championship also has been passed down through three generations of fans. That's just amazing.

Now, as co-chairs of The Campaign for the Riddle Emergency Department, you have ramped up the amount of time and energy you give here to an even higher level. What motivates you?

Don: It's an honor to be asked to lead an effort like this, because it's a good indication of how people feel about you and what value you can bring to the table. Yes, it's a lot of work. But the more knowledge I gain about Riddle and the Emergency Department—what it does for the hospital, what the need is and what this new ED is going to do for the community—the more energized I feel to push ahead. The fact that we have an Emergency Department designed for 22,000 patients per year handling 33,000, and that the demand is going to head up to 50,000-plus, shows that the need is there.

John: The Emergency Department is your first exposure to the hospital. It may be the only part you ever see. I think the merger with Main Line Health has created a great sense of momentum here. We have been saying that Riddle was a good community hospital before, but with Main Line Health behind us, we are now working to become a truly great community hospital. And I am proud to be part of what I see as a great hospital expansion.

What else are you saying as you go out and spread the word about this project and ask people to support it?

John: Beyond the need to expand capacity in the ED, there is a bigger story to tell about the quality of care Riddle is providing today. It's about higher standards, better patient satisfaction, national awards and recognition

by peers. It is great to see the pride that the doctors, nurses and staff of the hospital take in their work and in this project.

Don: I agree. I talk about the quality strides the hospital has made, the recognitions from the Joint Commission and the real benefits of the affiliation with Main Line Health. We have to get this story out to the community.

Think about it: We are going to have a state-of-the-art Emergency Department. This is going to be awesome. We are going to serve people better, we are going to evaluate them more quickly, we are going to get them what they need in a modern, open, professional setting with the best clinical team using the latest tools. Frankly, the facility is a gap for us right now. Anyone who has used Riddle's ED recently knows that. It is small and cramped and not efficient. The care itself may be excellent, but the ED does not make a good first impression. The new ED is going to change that dynamic. This is something our community really needs and deserves.

John: If people live here and they have an emergency, Riddle's ED is where they are going. It is where they will take their child, their friend or neighbor, a parent who lives in one of the area nursing homes. It is crucial to the community.

Don: This is not about John or me. It's about the outstanding service this ED is going to provide. When this opens, the community is going to take a great deal of pride in it. And people who've actually made a contribution to help it will be especially proud.

Ways to Give

There are a variety of ways to support Riddle Hospital that provide you with the satisfaction of supporting its mission and securing certain tax advantages. The simplest form is to make your tax-deductible gift by check payable to "The Riddle HealthCare Foundation" and send it in the enclosed envelope.

Or make your secured credit card gift online at mainlinehealth.org/riddlegiving. Just click on (1) "Ways to Give," and (2) "Give Online NOW!"

Depending on your personal circumstances, you may want to consider other available options such as:

Gifts of Securities and Other Property

Gifts of appreciated stock, mutual fund shares or other securities can be a cost-effective way of supporting Riddle. Gifts of real estate, paid-up insurance policies or personal property are also welcome.

Planned Gifts

From a simple bequest in your will to a charitable gift annuity that provides valuable life-income, planned gifts offer the flexibility of providing for Riddle's future while addressing your personal and financial needs. They also provide current and future tax benefits.

Matching Gifts

You can increase the value of your gift by taking advantage of your employer's matching gifts program, if one is offered. Check with your human resources department, and enclose the matching gift form with your contribution.

Memorials and Tributes

Remembering a loved one or honoring a friend, family member, physician or caregiver is a wonderful way to express your personal appreciation and support Riddle Hospital at the same time.

For more information on any of these giving options, please call Steve Derby.



Steven R. Derby, Vice President of Development

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Our Mission

We exist to provide quality healthcare and superior service in order to promote and improve the quality of life in our communities.

Our Vision

To be the best place to receive care. To be the best place to give care.

The Riddle HealthCare Foundation provides a philanthropic venue for members of the community to support Riddle Hospital in fulfilling the mission and vision stated above.

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**The Riddle HealthCare
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***The 2013 Man O'War Gala honors the following
"50" special people and organizations who have made
a substantial impact on Riddle Hospital's growth over
the past "50" years. Their contributions of time, talent
and treasure have enhanced Riddle's service to our
community in meaningful ways.***

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Save the Dates

Man O'War Gala

Saturday, April 20, 2013 • The Drexelbrook Event Center
Celebrating the 50th Anniversary of Riddle Hospital

2013 Pro Am Golf Classic

Thursday, September 12, 2013 • DuPont Country Club